



**HGTV** is the hottest address for the most compelling and entertaining stories about the connections people have with the places they call home. **HGTV's** hit series follow people through the emotional highs and lows of reno rescues, jaw-dropping transformations and property pursuits with the channel's most trusted celebrity hosts and experts by their side. Home is where the drama of life unfolds, and **HGTV** is there to capture it all.

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Disaster Decks

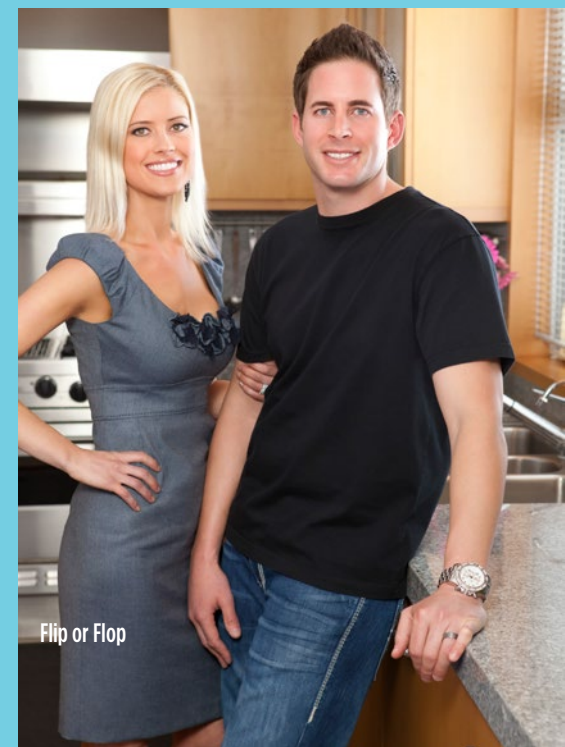
## new series

### **Disaster Decks** Paul Lafrance

*Disaster Decks* helps homeowners re-build their backyard disasters and their pride. With Paul and his gang to the rescue (and a good dose of fun) the homeowner will learn from his mistakes, endure challenges, and be astounded at the final result. A deck is saved, pride is restored, and the journey to get there is a laughter-filled ride.

### **Flip or Flop** Tarek & Christina El Moussa

*Flip or Flop* tracks the journey of Tarek and Christina El Moussa, as they risk hundreds of thousands of dollars to buy and flip foreclosures, short sales and bank-owned properties. They pay for these houses in cash, sometimes sight-unseen. Some of the houses are easy fixes, but others are total teardowns. And they never know what they've got until they walk through the door.



Flip or Flop

## Hawaii Life

You don't have to be rich to live in Hawaii — you just have to want it, say the brokers at the Hawaii Life realty firm who make island-living dreams come true for clients ready to make it a reality. In Hawaii, properties range from \$50K plots of land to \$50 million-dollar dream homes, from Oahu to Kauai to the Big Island to Maui. The firm's 130+ brokers are unlikely real estate moguls, people who themselves have made the leap to the life in Hawaii, as they call it, and who want to see that others can enjoy it too. This half-hour real estate series will follow the firm's endless stream of clients who are abandoning their 9 to 5 lives to take hold of a *Hawaii Life*.

## Real Designing Women

This all-new series follows three separate designers and their businesses in three different cities. Viewers will get a backstage pass to the blood, sweat and tears involved in designing beautiful spaces.



## Esther Extraordinaire Esther Tracy

Esther Tracy is a fun, over the top interior designer with an elite clientele list. In this new, entertaining series, we'll follow Esther as she creates magic in the most beautiful Canadian homes. With her creative brilliance and colorful style, we'll see amazing and dramatic transformations. Things will go from drab to fab as she brings her sparkle and sunshine to every job she and her project manager/ son, David, undertake.

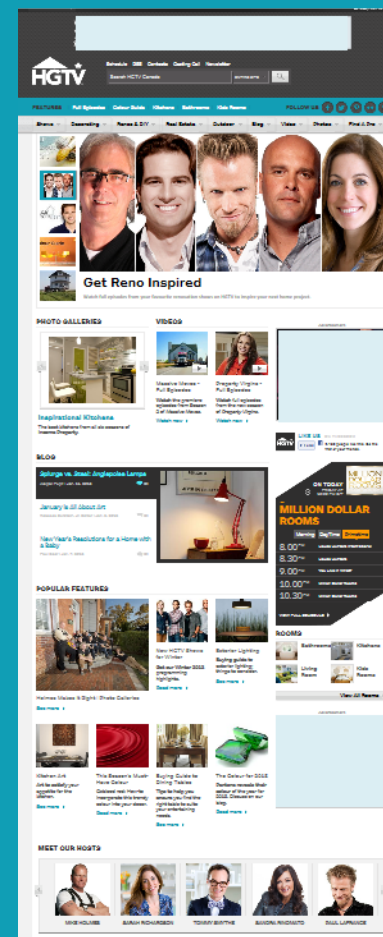
## Bryk House Danielle Bryk

*Bryk House* is an all-new series that chronicles Danielle Bryk through the adventures (and misadventures) of starting a new interior design firm and entering the real estate market, all while continuing to balance and juggle her family life of three kids, a busy husband and all their family's needs. What does it really take to launch a successful business and what toll will it take on family life? Danielle is about to find out.

## HGTV.ca

### DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- Recently re-branded HGTV.ca experienced **RECORD HIGH FALL TRAFFIC** with over 2,600,000 monthly average page views in Fall 2012!
- 63% of HGTV.ca's visitors belong to the highly desirable A18-49 demo (Index 120 vs. Total Internet), and 44% of visitors fall within the F25-54 demo (Index 183 vs. Total Internet)
- The HGTV.ca M18-49 online audience has grown 11% vs. last year
- Coming This Winter: *Leave It To Bryan*, the second most watched program on HGTV.ca during Fall 2012, returns for a third season on HGTV.ca. Along with full-episode streaming, the show site will feature before-and-after photo galleries, episode guides, and more
- Other returning favourites include: *Holmes Makes It Right* and *Property Virgins*
- HGTV.ca averages:
  - 138,000 Unique Visitors/Month
  - 2,600,000 Page Views/Month; 36% YoY increase
  - 653,000 Video Views/Month



Source: Unique Visitors and Profile data-comScore Inc. Media Metrix, November 2012, 3-month average data, Total Canada, 2+ online audience.

Page Views and Video Data-Omniture Site Catalyst, November 2012, 3-month average data.



## new seasons

### Decked Out **Paul Lafrance**

*Decked Out* is an outdoor construction show that follows charismatic designer/carpenter Paul Lafrance through the process of creating backyard decks with a “creative edge” for his roster of clients.

### Home Strange Home **Chuck Nice**

Experience unconventional spaces in some of the most beautiful and innovative homes in the country. Viewers will be taken on a wild ride inside the bizarre abodes everyone’s talking about. Host Chuck Nice gives us a sneak peek into some of the strangest, wackiest and most unusual homes across America!

### Consumed **Jill Pollack**

Overwhelmed families drowning in their stuff are challenged to survive for 30 days with only the bare essentials in this extreme home experiment. With their worldly possessions temporarily gone, they have no choice but to confront their relationships with each other as well as the effect of clutter in their lives. At the end of the experiment the way they see their material possessions, their homes, and each other is through a different lens. But can families who have fallen prey to the allure of a consumer society and who in turn are consumed by their environment, change?



### Extreme Homes

The word “extreme” means different things to different people, and to these homeowners it means pushing the envelope as far as possible. From construction to completion, take an up-close look at some of the world’s most spectacular houses ever built — including a modern Italian castle, a seaside house made of refrigerator panels, a floating home that was a ferry boat and a spherical house that revolves with the sun — and find out what makes them all so unique.

### House Hunters

*House Hunters* takes viewers behind the scenes as individuals, couples and families learn what to look for and decide whether or not a home is meant for them. Focusing on the emotional experience of finding and purchasing a new home, each episode shows the process as buyers search for a home.

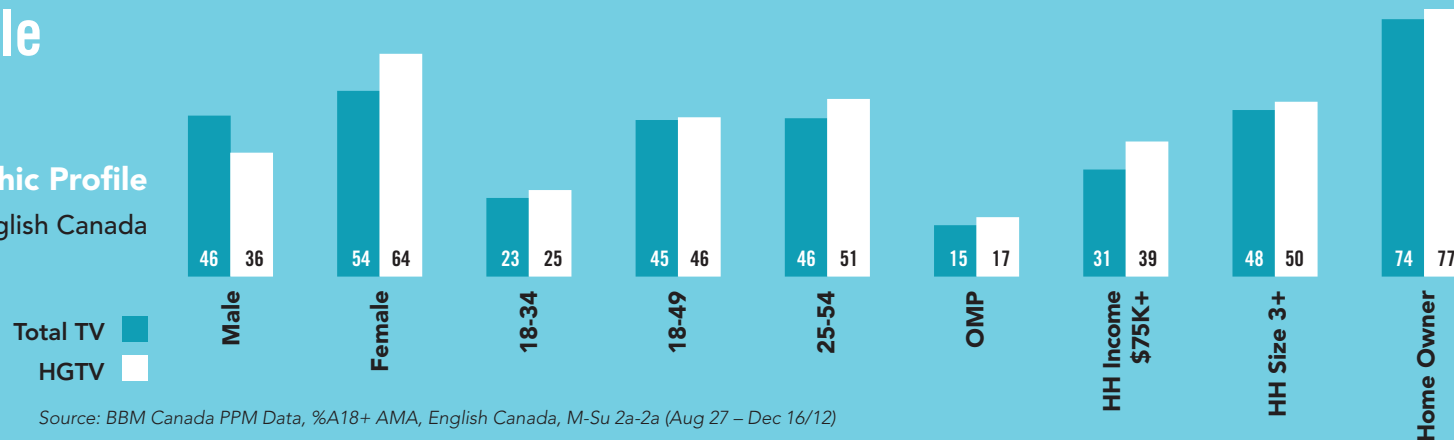
### House Hunters International

This spinoff of the wildly popular *House Hunters* globe trots from Sao Paolo to Prague. Home hunters and their real estate agents check out all sorts of architectural styles and work through the idiosyncrasies of buying real estate in other countries. In any language, home buying is an emotional experience.



# Audience Profile

**Demographic Profile**  
% of A18+ AMA, English Canada



## More likely to:

- Attend a wine & cheese (195) or home (207) show/exhibition and enjoy entertaining at home (139), baking from scratch (140) or gardening (154)
- Try to keep abreast of changes in style & fashion (127), visit beauty/fashion websites (150), do not feel complete without a perfume/fragrance (114) and enjoy shopping for clothes (128)
- Monitor ingredient lists on packaged foods (115) and participate in such activities as aerobics (128), swimming (119), yoga/pilates (114), exercising at home (122) and visiting a health/fitness club (123)
- Spend \$100+ on food shopping in an average week (110), purchase condensed (126) or ready-to-serve (116) soup, pasta (114), flavoured pasta/noodles & sauces (115), frozen potato (116) or pizza (118) products, instant hot cereals (123), rolled oats/oatmeal/hot cereals (107), cold cereals (109) or granola/cereal/muffin bars (117)
- Travelled within Canada (115) in the past year, enjoy such activities as shopping (138), sightseeing (129), taking in the night life (114), visiting a national/state park (110), hunting/fishing (163), going to the beach (124), taking a hiking/adventure tour (112) or attending sporting (146) or cultural (135) events
- Love spending time looking at household decorating ideas (156), household owns a summer cottage (127), made improvements to their home including remodeling (158), upgrades to flooring/carpeting (145), cabinetry (162), landscaping (168), plumbing/heating/air conditioning (129), windows/doors/insulation (128) and decorating (161), purchased furniture (123), home accessories (123) and window treatments (136), visit home improvement/décor websites (220)
- Always have an accurate account of financial commitments (117), have taken steps to ensure a sufficient income for retirement (125), investing in mutual funds (148), RRSPs (145) or Canada savings bonds (213), have 3+ credit cards (139), a mortgage (137), a loan/line of credit (128), life (134) or homeowners/personal property (136) insurance, made donations to Canadian organizations (122) or international relief/development funds (129)
- Own/lease 2+ cars (129), purchased automotive supplies/products in the past year (118) and have their vehicles primarily serviced by the car dealership (122)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

## Key Research Findings

- HGTV is a Top 10 ranked across key demos (A25-54, W25-54), and is the #3 entertainment Specialty network among W25-54
- Holmes Makes it Right* (#19 A25-54 non-sports), *Leave It To Bryan* and *Extreme Homes* were among the top programs on HGTV for Fall 2012
- In an average week (Fa'12), HGTV reached almost 7 million Canadians (2+)
- A new season of *Canada's Handyman Challenge* premieres in Winter 2013
- Subscribers – approximately 6.7 million (Mediastats Sept'12)

Source: BBM Canada PPM Data (FA12: Aug 27-Dec 16/2012) / Total Canada A25-54 AMA (000) unless otherwise noted